

Digital Sales & Marketing Specialist

Overview:

Mr. B Enterprises Inc. specializes in providing various services and amenities to concerts, music festivals, and other live events around the United States. The company was established in 2008, and in the past 13 years has solidified both a recognizable brand and an excellent reputation in the live entertainment industry. We take pride in both our level of professionalism while also maintaining a fun and engaging atmosphere that creates a memorable experience for our customers and clients, as well as rewarding company for our employees to invest their time and energy in.

Job Description:

As our Digital Sales & Marketing Specialist, you will be responsible for developing, implementing, and managing our online stores, CRM, and digital marketing campaigns to enhance brand awareness within the digital space to increase website traffic and acquire both retail and wholesale leads/customers to drive sales.

Who We Are Looking For:

We are looking for a bright, energetic, and organized self-starter with the right mix of creativity, analytical skills, tech knowledge, and strategic thinking, as well as a strong knowledge in all areas of digital/online marketing. This person should possess a comprehensive understanding of platform-specific SEO best practices, and the ability to multi-task, prioritize and successfully meet several deadlines at once while maintaining a strict attention to detail.

Responsibilities:

- Set standards, systems, and best practices for new product listings, content creation, distribution, and maintenance of our online stores.
- Work closely with different teams within the organization (product management, graphics, sales, etc.) to develop, monitor, write, and update product content contained on our eCommerce platforms.
- Identify SEO best practices regarding inventory, pre-orders, and pricing policies.
- Create new marketing strategies based on the review of business analytics.
- Manage our online marketing presence across multiple social media platforms
- Provide support in other areas of Media Marketing, PPC, Email Marketing, SEO, Keyword Research, Google Analytics, Website UX, CRM, and Paid Social Media.
- Monitor the day-to-day activity and overall performance to suggest ways to improve user experience, increase website traffic and sales, and develop brand loyalty.
- Keep a detailed promotions calendar to track all e-commerce marketing efforts, analyze data, and use those findings to improve future strategies.

Basic Qualifications:

- Bachelor's Degree **OR** HS Diploma/GED, **AND** at least 3 years of sales & marketing experience, such as product marketing, advertising, creative services, or customer insights.
- Minimum 2+ years of hands-on experience managing and maintaining e-Commerce websites/portals.

- General business acumen and an understanding of how marketing a product or service impacts the organization's bottom line – and how to find ways to improve and optimize conversion rates for marketing campaigns.
- Extensive Knowledge of the e-Commerce space including, but not limited to, marketing strategies, product development, competitive strategies, consumer research, industry trends, and usability best practices.
- Experience developing/accomplishing goals with little or no supervision, depending on oneself to complete objectives, and determining when escalation of issues is necessary.
- Experience utilizing various platforms and online sales strategies to conduct digital sales or website conversions.
- Experience establishing & maintaining relationships with individuals at all levels of the organization, in the business community, and with vendors or potential clients.
- Familiarity with graphic & web design and a keen eye to detail.
- Excellent communication & collaboration skills.
- Excellent Analytical & Multitasking Skills

Preferred Qualifications:

- BS/BA in Marketing, Advertising, Business, Merchandising, Psychology, or Journalism.
- Digital Marketing Certifications.
- Proficiency in WooCommerce & WordPress.
- Knowledge of Music Festival culture and how to properly connect with niche audiences.
- Experience using ZoHo CRM & ZoHo Campaigns.
- Experience marketing consumer package goods, technology, and other retail products.
- Experience managing a sales and/or marketing team

Our Offer:

Compensation including annual salary based upon relevant experience and education

Equal Opportunity Employer

****To be considered for this role, you **MUST** fill out the online proficiency questions provided****

Job Types: Full-time, Remote